

## ORDER



**Orders**  
**Order / Rev:** 706248  
**Alt Order #:** 06276091  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 326  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** Political

**WUSA**

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	132	\$162,850.00	\$138,422.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	132	\$162,850.00	\$138,422.50	0.00
<b>Totals</b>	<b>132</b>	<b>\$162,850.00</b>	<b>\$138,422.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WUSA	20%	\$162,850.00
Market	100%	\$814,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	3%	\$24,427.50
WJLA	25%	\$203,562.50
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	33%	\$268,702.50
WTTG	19%	\$154,707.50
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/20/12	08/21/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MT-----			4		\$450.00		0.00				
2	WUSA	08/15/12	08/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			3		\$450.00		0.00				

Order / Rev: 706248  
 Alt Order #: 06276091  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 326

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WUSA	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a MT-----	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4		\$250.00			0.00			
4	WUSA	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a --WTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6		\$250.00			0.00			
5	WUSA	08/15/12	08/17/12	Price Is Right The Price is Right	CM	11a-12p --WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6		\$800.00			0.00			
6	WUSA	08/20/12	08/21/12	Price Is Right The Price is Right	CM	11a-12p MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4		\$800.00			0.00			
E 7	WUSA	08/20/12	08/21/12	DT Soaps	CM	9a-3p MT----- (12:30 PM-3:00 PM)	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4		\$800.00			0.00			
8	WUSA	08/15/12	08/17/12	DT Soaps	CM	9a-3p --WTF-- (12:30 PM-3:00 PM)	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6		\$800.00			0.00			
E 9	WUSA	08/20/12	08/21/12	3-4p The Doctors	CM	3-4p MT-----	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		3		\$500.00			0.00			
E 10	WUSA	08/15/12	08/17/12	3-4p The Doctors	CM	3-4p --WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3		\$500.00			0.00			
E 11	WUSA	08/20/12	08/21/12	4-5p Dr. Phil	CM	4-5p MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2		\$600.00			0.00			
E 12	WUSA	08/15/12	08/17/12	4-5p Dr. Phil	CM	4-5p --WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3		\$600.00			0.00			
E 13	WUSA	08/15/12	08/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p --WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6		\$600.00			0.00			
E 14	WUSA	08/20/12	08/21/12	9 News @ 5p 9 News @ 5p	CM	5-6p MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4		\$600.00			0.00			
E 15	WUSA	08/15/12	08/17/12	9 News @ 6p 9 News @ 6p	CM	6-630p --WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6		\$800.00			0.00			
E 16	WUSA	08/20/12	08/21/12	9 News @ 6p 9 News @ 6p	CM	6-630p MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4		\$800.00			0.00			
E 17	WUSA	08/20/12	08/21/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706248  
 Alt Order #: 06276091  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 326

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	08/20/12	08/21/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----		4			\$800.00			0.00			
E 18	WUSA	08/15/12	08/17/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--		6			\$800.00			0.00			
E 19	WUSA	08/20/12	08/21/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----		4			\$1,800.00			0.00			
E 20	WUSA	08/15/12	08/17/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--WTF--	:30	6	\$1,800.00	P-2	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--		6			\$1,800.00			0.00			
E 21	WUSA	08/20/12	08/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----		4			\$2,000.00			0.00			
E 22	WUSA	08/15/12	08/17/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTF--	:30	6	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--		6			\$2,000.00			0.00			
E 23	WUSA	08/20/12	08/21/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MT-----	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----		4			\$750.00			0.00			
E 24	WUSA	08/15/12	08/17/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--WTF--	:30	6	\$750.00	P-3	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--		6			\$750.00			0.00			
E 25	WUSA	08/21/12	08/21/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----		1			\$8,000.00			0.00			
E 26	WUSA	08/15/12	08/15/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----		1			\$6,000.00			0.00			
E 27	WUSA	08/16/12	08/16/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9P	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1			\$7,500.00			0.00			
E 28	WUSA	08/17/12	08/17/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1			\$4,000.00			0.00			
E 29	WUSA	08/17/12	08/17/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1			\$6,000.00			0.00			
E 30	WUSA	08/18/12	08/18/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		2			\$250.00			0.00			
E 31	WUSA	08/18/12	08/18/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706248  
 Alt Order #: 06276091  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 326

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	WUSA	08/18/12	08/18/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$500.00		0.00			
E 32	WUSA	08/18/12	08/18/12	CBS Evening News Sat CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$800.00		0.00			
E 33	WUSA	08/18/12	08/18/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$2,000.00		0.00			
E 34	WUSA	08/18/12	08/18/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$2,500.00		0.00			
E 35	WUSA	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$3,000.00		0.00			
E 36	WUSA	08/18/12	08/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$2,000.00		0.00			
E 37	WUSA	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		2				\$2,500.00		0.00			
E 38	WUSA	08/19/12	08/19/12	McLaughlin Group The McLaughlin Group	CM	Su 12p-1230p	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$2,000.00		0.00			
E 39	WUSA	08/19/12	08/19/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		2				\$800.00		0.00			
E 40	WUSA	08/19/12	08/19/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$9,000.00		0.00			
E 41	WUSA	08/19/12	08/19/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		2				\$2,000.00		0.00			
													Totals	132	\$162,850.00